

Across the World ex West Forever

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ITMission10: Met Diego Caffaroni and Maurizio Faulisi - Motor biking Tour Operator at Trade Reception

Alidays

Patrizia Pegolotti, Mr. Davide Catania; Vincenzo Crispo, Stefano

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ITMission10: Met with Mr. Davide Catania, Ms. Angela Quaranta & Mr. Stefano Berti. Works with RMHT, American Ring, Travalco, ATI and Bonetel for receptives and books direct with Xanterra and BW Int'l. Alidays presented their new travel planning application for the iPad. Will enable travel agents to use interactive program to plan and book holidays with consumers. Very cool... similar to Google Maps. Alidays needs videos, pictures, etc. to supplement this program. Looking for 2 minute or less clips. Also interested in state event calendar in an RSS feed. Is looking to expand motorcycle product menu on their website. Needs images for this new menu. We then presented RMI powerpoint. Send WY ranch document. States/RMI-Italy follow up with video for the new iPad travel planner app.

MegaFam10: Chiara Casuccio (pre and post, Denver + MSPB)

Italy08/10: have coordinated and planned some future fall promotions and presentations to the Trade to be organized in north eastern Italy (UDINE) and in Saronno (Lombardy Region), in October and in November. Alidays would organize the gathering of selected travel trade partners, and would also contribute to cover lunch cost. RMI Italy would need to attend and run a full training while distributing also promotional literature and gadgets. (dates: October 15 in Saronno and November 9 in Udine).

Italy05/10: Have coordinated and planned together with IL MONDO IN VETRINA travel agency in Alpignano (Turin province) an evening reception and presentation focused to introduced the RMI region National Parks and National Historic Sites in relationship with the Native American culture, to an audience of 94 consumer/clients attending. Alidays Tour Operator (Milan) supported the event with active participation and sponsorship

RU10: Anna Busnelli

Italy03/10: Mr. Giuseppe Gerevini, PM North Am and Caribbean for TEOREMA has left the company and has joined ALIDAYS, incorporated in the staff for North America. Giuseppe has followed the course of Teorema, living the company after a severe crisis which saw a dramatic reduction of investment and staff.

Italy03/10: In cooperation with Alidays Tour Operator MILAN,

Caleidoscopio Tour Operator by Oltremare Group**Mr. Stefano Uva, Mr. Alberto Giorgio**via S. Maria Segreta 6
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E-mail *s.uva@caleidoscopioviaggi.com, alberto.giorgio@caleidoscopioviaggi.com*Website *www.caleidoscopioviaggi.com***ITMission10:** Met Stefano Uva and Alberto Giorgi at Trade Reception**Chiariva by Vivamondo****Mrs. Isabella Garrone, Silvia Ferrari**Via Meravigli 16
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E-mail *silvia.ferrari@vivamondo.it*
*isabella.garrone@vivamondo.it*Website *www.vivamondo.it***ITMission10:** Met with Mrs. Silvia Ferrari. Marcello could not make meeting. Silvia came to Wyoming Roundup 2008. Silvia became PM 2 years ago. Someone from their office will come to RU2011. Presented RMI Powerpoint followed by individual presentations by DEN, WY, SD, MT, and ID. RMI-Italy please follow up with article about MSP as mentioned in Olga's presentation. We referred Silvia to RMI-Italy website. Silvia will be at Pow Wow. Gave RMHT memory stick. Distributed all materials and gifts.**Italy09/10:** Marcello Mozzi will attend Roundup**BIT10:** Met with Silvia**Italy11/09:** met Silvia Ferrari finalizing the catalogue – all year round – for 2010: requested additional brochures and materials of RMI for their own distribution (see fulfillment/Trade) Sent invitation for Round-Up 2010.**MegaFam09:** Maria Luce Becci attended**Italy07/09:** Mrs. *Maria Luce Becci*, booking Dept. attending Mega Fam**Italy01/09:** Have executed and concluded planned Tour Operators trainings: Chiariva, Milan, January 20 Each of the above Tour Operators have been trained on a customized RMI power point, and have received personalized sales kits for each of the attendees. Olga Mazzoni run all trainings.**Italy12/08:** Have organized the January training seminars addressed to the staff of some specific Tour Operators, aimed to educate their Reservation Department before the season starting. Have assembled info kit with brochures and maps, customized for each one of the attendees.

On January '09 we will train staff of: Chiariva – Milan, 14 people

Italy05/08: Have forwarded to Mrs. Silvia Ferrari of **Chiariva by Vivamondo**, 15 copies of Wyoming Maps, Yellowstone and Grand Teton NP guides, Wyoming travel planner (Devils Tower on cover) as per Wyoming Office of Tourism request after Round Up 2008**Italy04/08:** All Italian delegates enjoyed very much not only the Round-Up section, but also the post fairs offered. All had a very constructive round-up while learning about several different products and get to meet with some distinguished RMI and four States partners of particular interest for their present and future product development. Mrs. Silvia Ferrari

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ITMission10: Met with Mrs. Mariangela Candiani, Mr. Enrico Paumgardhen, Mrs. Katia Malavasi and two sales staff. Gastaldi 1860 is a N. American specialist and feature motorbiking tours. Presented RMI powerpoint, with supplemental information provided by the state reps. Is very interested in expanding product into our region and selling the idea of "the Real America." There is a very good chance to sell the region to repeat visitors. Wants to tap into the emotional aspect of a holiday. We emphasized the scenic byways available in the region. Mentioned fam tour opportunities for Gastaldi. Mentioned that they are happy with business this year and report a 75% increase in revenue.

Italy03/10: GASTALDI 1860 Tour Operator based in Milan has announced that Mr.Stefano Fereccio will conclude his coop with the T/O, leave and start a complete new different activity, relocating in Genoa. The T/O is presently looking to replace Stefano with somebody else. Interviews have started already.

BIT10: Met with Stefano. They have new catalogue with RMI program. This company also had a consumer/trade booth in the USA pavilion and doing a big splash celebrating the 150 years of the company. RMHTours has done some business with this company and they are looking to expand heavily into the American West. RMHTours will send all tariff information as well as check on codes for the On-line system. Stefano wants to come to Denver as Jayne told him it was a great "singles" city and he is single. Good person to try to get on future Roundup or Mega Fam.

Jayne notes: They book the Travalco Tours motorcoach tours. Work with Gary for FIT individuals.

Italy02/10: Passed on to Gastaldi 1860 suggestions for Yellowstone National Park lodging for VIP group travelling on Business Class, for vacations on a self drive tour in SD+WY in Summer/August 2010. (arrival and departure with LH via Denver; 4-23 August 2010)

Italy01/10: Have assisted Gastaldi 1860 in their latest step before the printing of the new 210 catalogue. Have assisted Gastaldi 1860 in their latest step before the printing of the new 210 catalogue.

Italy11/09: Met Gastaldi 1860 in Milan: Mariangela Candiani, PM. They have also a pretty nice booking request for 8 VIPs

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TTGIncontri10: Olga introduced Paolo Bertagni, President and outlined proposal for 2011 with Guida Viaggi. He gave me the proposal. We will send the proposal to Olga electronically.

ITMission10: Met with Mrs. Paola Baldacci at press reception. Trade Press

Italy02/10: www.guidaviaggi.it Feb 19th 2010 daily newsletter to 58,000 contacts *Rocky Mountain new website Events in Montana: 100° for Glacier NP Value: \$2.040,002*

BIT10:

Italy01/10: daily newsletter to 58,000 contacts. Alidays TO meets travel agents in Tuscany - trade training with OLGA MAZZONI Value: \$1.020,00

Italy12/09: Dec 6th article, daily newsletter sent to 58,000 contacts, 57,500 weekly visitors positive result for Rocky Mountain - outcome o mailing of RMI annual mktg report. Value \$859,00

Dec 21article, daily newsletter sent to 58,000 contacts. Traveling by bike in the RMI region- participation to Bike Show 2010. Value \$859,00

Italy07/09: www.guidaviaggi.it July 09 web trade magazine daily newsletter sent to 58,000 addss. Weekly viewed pages: 463,000 *Digital Lifting for Mt Rushmore National Memorial Value \$289,00*

NL06/09: pbaldaccii@givisrl.com non-existent email address

Italy05/09: www.guidaviaggi.it, web trade magazine Daily Newsletter sent to 58,000 addresses

Seven Lodges Guide, a new Montana guide \$289,00

Showcase08: Met with Paola. Seven woman on staff. 9 -10,000 copies per week. On-line daily as well. Send newsletter every evening to 58,000 email addresses.

SD: Took press kit, What's New. Talked about Buffalo Roundup and Festival of Presidents.

MT: Paws UP - reviewed glamping and other programs there. Reviewed WN Sheet, Natl Folk Fest, Lodge at Sun Canyon, new flights. Took Park CD.

WY: Took What's New. Will work with RMI- Italy to develop features. took Press Kit and Image CD.

ID: Send link for trails Hiawatha and Coeur d'Alene with photographs. Very excited about these trails and house boats in N Idaho lakes.

Hotelplan Italia

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TTGIncontri10: Met with Alberto Alberi. He is working with Gary now on a SD snowmobiling trip. Has booked Spearfish Canyon Lodge for this year through Gary. Send the winter packet to him. He wants northern and southern Black Hills Snowmobiling, all BH Trail systems on this trip.

ITMission10: Piera could not make the meeting because she is sick. Met with Carmen Ruggiero. She has never been to the region. Hotelplan uses Lufthansa a lot. We presented RMI powerpoint. This company is very interested in Native American culture. Is not familiar with GNP. Carmen's boss wrote a book about the Lakota nation and is very familiar with the region (didn't catch his name.)

Italy04/10: Hotelplan Italia announced the promotion of Mr. Marco Cisini to Managing Director as of May 1st. Mrs. Anna Schuepbach will become President of the administration of Hotelplan Italia, the Italian division of the Swiss based Tour Operator.

BIT10: Secretsline Hotels is a new brand of Hotelplan. They are looking for hotels and lodge to be included in top 6 categories: TASTE, ENERGY,ESCAPE, FAMILY, STONES, REUNION. Our office has been contacted in August by Mr. Alessandro Tai about this new project. We selected and sent a list of properties in RMI region in order to load in their web. At the moment they featured Florida,California,Arizona, Hawaii. During BIT Gary and Jayne had an appointment with Mrs. Koukoulia. Gary met with Alexandra - New product line for Hotelplan for Italy and Switzerland—Boutique lodges, hotels with a twist, contacts for big cities, will have her assistant Alessandro TAI contact RMHTours to check on what areas and properties. Working with Olga Office for ideas. Five different categories from City stays, Family stays, special incentive programs, nature.

Italy01/10: Jan. 12 held Tour Operator training for 20 staff. *Hotelplan* has distributed their 2010 catalogue in a mini/compact packet version, embracing a total of 98 pages and counting many more in their websites, including all travel ideas and packages not featured in their printed catalogue (a large section with mini tours is dedicated to the native Americans, with a good coverage for the RMI region). The Indian and Cowboys Italian escorted tour by Travalco has been included (12 nts, starting and ending in Denver, Co); as

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ITMission10: Met with Cesare Ferrari. I Grandi Viaggi is a specialist for N. America and focuses on escorted group tours with limited fly/drive product. Fly/drive is limited because their staff has limited destination knowledge. We presented the RMI Powerpoint. Uses Lufthansa and Airlitalia the most. Did a recent tour through Denver, Cheyenne, YNP, Billings, Mount Rushmore, Little Bighorn Battlefield, Crazy Horse, Devils Tower. This was a tester tour for Travalco group tour. Will be at Powwow in SF.

Showcase09: Met with Cesare Ferrari.

MT- Talked about GNP & YNP. Reviewed National Geographic maps. Works with Travalco and uses GNP tour in region. Took all materials. Suggested routing with Canada and Pacific NW along with YNP w/ WY and SD.

ID- Hasn't been to Idaho. Talked about Teton Springs and Boise. Email ranches and resorts. Send RMHT and A4Y contact details. Now only works with ATI and Travalco. SD- Took what's new sheet, and other small brochures, including Italian GPs, RAG, map, BH map, enews posted, CSP. He and his fiancée might take their vacation in YNP and the Black Hills this next summer. He is very interested in learning more about Deadwood since we missed it on the Mega Fam. Send Deadwood links and information and ideas for their vacation. Olga please send 50 Greak Parks in Italian for his Travalco Tour. Please send 50 Real America Guides. WY- Doing escorted group tour with Travalco which is very successful (summer). Also works with Allied T Pro and doing and FIT copy of the Travalco tour. May visit WY in June 2010 for personal vacation.

Italy01/09: I Grandi Viaggi are preparing to adjust costing and organization without reducing staff. Efficiency and more rational costing in their work, anticipated summer travel packages.

Quality Group/Americaworld is also improving technologies making operations easier and adaptable to the tour operator offers. Catalogues will just indicate prices, but more specific info will be posted in Internet. Tariffs will be continuously updated to face changes: exchange rates, change of flight plans by airlines, or by receptives. To decrease fix costs means also to double up profits.

Italy12/08: Have F/P on Showcase USA-Italy (Nov.14 in

IL MONDO DEL GOLF

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ITMission10: Met Mr. Fulvio Golob, Editor and Mrs. Cristiana Valenti Golob at Press Reception. Is hopeful for 2011 Golf Fam Trip. Consumer Press

Italy07/10: IL MONDO DEL GOLF, Mr. Golob and Party, August 16/26, 2010: had to cancel entire trip due to stroke and hospitalization of Mr. Golob. Trip is postponed to 2011. Have communicated with Nancy Richardson, ID.

Italy06/10: Finalized itinerary and program for GOLF MAGAZINE party of 7 people for IDAHO (4 adults + 3 young people). Correspondence with Nancy Richardson for various details related to lodging and itinerary. Passed on to Mr.

Golob, Chief Editor for Golf Magazine all major printed literature on Idaho and YTD tentative travel program. Final details will be passed on to media contacts by the end of July 2010. Distribution: 24.500 copies; diffusion: 22.500 copies

Italy02/10: Have submitted Press Fam Form request to RMI for Mr. Fulvio Golob, editor of the monthly consumer magazine IL MONDO DEL GOLF, the nr. 1 golf media in Italy associated to Golf Digest in the USA (www.scode.it). Trip in August (18/26, 2010) should incorporate golf facilities and playing in Idaho. Mr. Golob is not only a top professional golfer, but also a very loyal writer, committing for a wide editorial of minimum 7 pages, for the total value of US\$ 170.639,00. We prepared and will forward to Mr. Golob a full kit of info on Idaho/Golf as well as a tentative travel plan.

Italy01/10: Mr. Fulvio Golob of Il Mondo del Golf (24.500 copies printed; diffusion: 22.500 copies; men: 70% readers; women: 30% readers. Readerships belong for 80% to a high end social demography) consumer monthly magazine would like to take a trip this forthcoming summer 2010 to Idaho, and showcase Golfing in Idaho. The trip, with is family (4 people) requires only lodging and entries to some selected Golf courses in Idaho, as of mid August. Mr. Golob is the Editor in Chief for the magazine, a partner of the USA version Golf Digest. He would cover the airline tickets, arrive in Salt Lake City/UT, rent a car and travel to Idaho for around 10 days, returning to Salt lake City to drop the car and fly to San Francisco, CA. He would grant extensive coverage to Idaho and the golf greens lay-out

Italy05/05: Il Mondo del Golf: Monthly magazine dedicated to the world of Golf

JOB IN TOURISM

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Lufthansa Airlines - Italy**Enzo Gobbo, Tours Manager Italy, Mrs. Marion HANGL BOZZOLI,**via G.Spadolini 7
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BIT10: Met with Simona**Italy01/08:** Lufthansa has re-organized the team based in Milan head office Italy: after having processed successfully the integration of SWISS, the sales force of both carriers is working together. Hubert Frach, MD for Lufthansa Italy has organized two sales departments. Leisure sales and Business sales; as of November 2007 the new Leisure sales Manager Italy is Tom Engelhard covering also the group department and the Online business. Mr.Ivo Chiappetti has been upgraded to Business Travel manager Italy completely responsible for the entire business travel and leading a group of New Business Account Managers for the research of new potential segments out of the Italian Market place, appointing also a tea of Premium Accounts manager looking after the major top first and business class clients. Lufthansa confirms Italy being their first EU market with around 4 Millions passengers transported.**Italy02/07:** Mr. Ivo Chiappetti, Account Mgr based in Milan and Mr.Fulvio Stolpe, Sales Manager based in Milan. Their network of flights together with owned airline company Swiss International is very powerful for the USA. Any added connection with UA and USAirways is combinable. Reconfirm commitment for USA and RMI Region.**Italy10/06:** Have propose to RMI Cheyenne a trade famtrip in Denver/CO due to the new additional flight by LH into Denver, as of March 31st. LH has also scheduled a new flight from Frankfurt to Detroit as of March 25th. LH would be able to extend favorable rates to T/Os and would like RMI to accept this opportunity for 8 Tour Operators, escorted by Mrs. Simona Mondani of LH Milan, and RMI Italy. We have submitted the proposal and we would gladly coop to have this fam happening in early April or May, right at the beginning, prior Easter and Powwow, or just after Labor Day in Europe (1st of May). We will interact with Lufthansa to find out about space availability and final dates and report back to RMI Cheyenne.**Italy06/06:** Lufthansa Frequent Flyer Promotion: have started to F/P on a previous request expressed by Lufthansa during a Spring meeting in Milan, with the marketing department. The airline is willing to pursue a winter product promotion in the**MOTOTURISMO by L'Isola Realizzazioni Editoriali****Mr. Marco Ghezzi, Mr.Tiziano Cantatore, Mr.Claudio**Piazza Roma, 1
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falanga@mototurismo.itWebsite www.mototurismo.it**ITMission10:** Tiziano Cantatore attended the Press Reception. Consumer Press.**Italy09/10:** Have talked widely to Mr. Cantatore upon return from WY, after MOTOTURISMO media fam (September 9/20, 2010) on the Guzzi motorbikes. All very positive; is presently studying opportunity to split editorials according to wide range of materials, pictures and themes available. Denver deserves a separated article and a renewed trip, alone for the major appeal and undoubted interest that the city offers. Unless to say that both Cantatores were absolutely amazed by the nice and generous hospitality. For march 2011 they would love to integrate RMI in their booth (free of charge) for an important consumer Motorbiking Fair in Rome, providing visibility and exposure in this region, which offers a great potential for Italian motor bikers willing to explore USA.**Italy08/10:** *Mototurismo*, monthly consumer motor biking tourism and travel magazine (Mr. Cantatore Tiziano and Mr. Cantatore Davide) planned to travel to Denver, CO and WY as of September 9 until 20 (out of Idaho Falls): sent out preliminary itinerary with references for the first night lodging in Denver, CO, and all accommodations in WY.

Sent of a info-mailing package with maps, and various brochures, incl. Denver,CO and WY Travel manual

Italy07/10: Mr. Cantatore Sr. and Jr., September 9/20, 2010 – Denver, Co + WY + Idaho Falls/ID:

Have passed all flights details to RMI Cheyenne; have issued airline tickets by Lufthansa; have also coordinate itinerary and have secured hospitality in Denver, CO. Have sent to RMI Cheyenne adds of pick up and drop off locations of Guzzi motor-bikes. Final program/itinerary will be forwarded by the end of August.

Italy06/10: MOTOTURISMO fam: passed onto ~~WYOMING~~ info related to booking and costs of flights for the two media contacts travelling to WY, and ending up in Idaho Falls: Mr. Cantatore Tiziano, Chief Editor and his son Mr Cantatore Davide. Distribution:35.000 copies. Arrival in Denver, CO: September 9, 2010

Departure from Idaho Falls, ID: September 20, 2010. Airline tickets to be issued for cut-off line by the end of July 2010.

Both are driving MOTO GUZZI Italian branded motor bikes, picking up vehicles in Denver and dropping them off in Idaho

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ITMission10: Met with Mrs. Liliana Rastelli, Mrs. Cinzia Corbetta, and Mrs. Cinzia Mandelli. Naar is one of the best companies in the Italian market for the RMI region and has invested a lot of time/money into our region. Lufthansa is their main airline used. Cinzia and Cinzia have not been to the region, but Liliana has been to Denver and Wyoming several years ago. We presented the powerpoint presentation and referred them to the realamerica.it website for national park information. Olga/Annalisa, please email WY ranch document. We recommended a fam tour connected with SF Powwow 2011. Last summer was a very good for the RMI region. Tour of Rockies especially successful, but our region sells well in general. 90% of product is online.

Italy07/10: very happy with outcome of their escorted Italian signature group tour in June 2010 (Custer's Last Stand), and are now planning new programs for 2011, to be finalized by September/October 2010. RMI Italy presented the opportunity to design another signature program with Glacier national Park, MT included as fundamental core content of the itinerary. Lucia Alessi agreed enthusiastically is thinking to incorporate the Amtrak itinerary by Empire Builder. Have passed on to Lucia also all details related to Red Busses tours and Sun Tours programs.

Italy06/10: Sent the following material to NAAR to (F/Up Powwow 2010) for their event *escorted tour* Touring Club Italiano THE LAST BATTLE OF CUSTER <http://www.viaggidelclub.touringclub.it/vdc-custer.html> (June 19th - July 4th 2010):20 Geo Map YNP,20 RMI IT guide, 20 SD IT leaflet

Italy04/10: Naar Tour Operator has moved to new offices in Milan with a much larger space available.

Italy03/10: Naar Tour Operator has featured some new itineraries incorporating the RMI region, on top of the Italian guided tailor made tour planned for Touring Club Italiano for June 2010. Among the various tours for 2010: the Italian escorted tour Dancing with Wolves, starting and ending in Denver, CO, travelling via Cheyenne, Hot Springs, Rapid City, Billings, Cody, Yellowstone, Jackson Hole to continue to Salt Lake City and Moba, for a 12 nts, 13 days tour. Also NEW is the tour To the Conquest of the West, a multilingual group guided tour, 13 days and 12 nts, with lodging only, starting in Salt Lake City, UT and ending in Las Vegas, NE, via Jackson,

Nuove Rotte Geografiche**Mrs. Silvia Riva**

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silvio.tarsia@ovetviaggi.it

Website www.ovetviaggi.it

ITMission10: Met with Chiara Colombo. Used to work with Bradipo Travel Planner, but moved to Ovet in the last two months. Attended the 2008 WY Roundup (for Bradipo) and Enrico has been confirmed for the 2011 RU. Enrico attended the 2010 Mega Fam, including the Denver Pre Fam. Ovet feels that the RMI region is an emerging region and is interested in increasing product. We presented the RMI powerpoint.

Italy09/10: Enrico Brignoli will attend Roundup

MegaFam10: Mr. Enrico Brignoli

Italy05/10: Olga Mazzoni attended the meeting with Idaho (Nancy Richardson and party) with Enrico Brignoli of Ovet (Bergamo) planning a tour in the area in summer 2010 during PowWow

PW10: Met with Enrico. Typically has two week tours. Is looking for new properties (including ranches and B&Bs) that are historic and unique. Especially in the Sheridan/Bufalo/Cody area. Was interested in activity options in Cody. Brought Claudia over do discuss when the Cody Nite Rodeo ends. Also discussed Cody accommodations. Olga, Rita and Claudia please follow up with more information as necessary.

BIT10: Met with Silvio

Italy05/09: Director attending for the very first time Powwow in Miami. Enrico is a great lover of USA and since ever has cooperated with RMI Italy in order to pin-point the region to his clients, and produce valuable bookings with some key Italian Tour Operators. He is also the "anchorman" of the TV Bergamo travel program broadcasted each week, and featuring talk show and films on distinguished destinations. Olga Mazzoni of RMI Italy was invited just prior Powwow to record a 15 minutes program to be broadcasted in June '09. Enrico often sells directly a-la-carte travel arrangements, while using different receptives. His attendance at Powwow is intended to re-enforce his contacts with some suppliers of the USA, and be in the position to better sell areas, attractions, hotels etc. Have provided DVDs of 4 states to OVET for their TV coverage and also for the agency, to show to clients

PW09: Met with Enrico briefly. Olga please follow up and send images, videos and state maps.

BIT09

Qui Touring**Daniela Olivieri, Marco Berchi, Lucia ALESSI, Mr. Stefano**

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marco.berchi@touringclub.it

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ITMission10: Met with Marco Berchi and Mrs. Daniela Olivieri at Press Reception. Consumer Press.

Italy08/10: Buffalo Roundup- Have prepaid ticket for QUI TOURING monthly consumer travel and tourism magazine, Mr. Francesco Tomasinelli.

Italy06/10: Coordinated on behalf of SOUTH DAKOTA listing and invitations to the annual Buffalo Round Up in September in the Black Hills, dates: 21st-28th September 2010. QUI TOURING confirmed: photo reporter (name TBA) – Distribution: 365.000 copies – 700.000 readers

Italy12/09: TITLE OF ARTICLE: Spectacular Nature! Winter package in Wyoming by Touring Club Italiano, VALUE USD \$33.958,00

Italy10/09: Have sent images related to Yellowstone Nat. Park to Qui Touring, Mrs. Daria Bonera, photo editor.

Italy09/09: Have exchanged communications with Lucia Alessi, PM for USA at NAAR Tour Operator (Milan) on one ad-hoc designed tour for the group section of the new 2010 catalogue, designed to become also one of the RMI region Touring Club Italiano (Triple AAA in Italy) highlighted tours. The tour is handled via America 4 You receptive operator and is based on a 15 days, on June/July 2010 (18/2nd) incorporating some selected annual traditional event in Sheridan, WY, Little Bighorn, MT. Gateway city: Denver, out: Aspen/Denver, CO. Features included: CO, WY, SD, MT, Yellowstone Nat. Park, Grand Teton National Park. The tour is guided. More to come with other programs 2010 in the new catalogue.

PW09: Met with Marco Berchi. We supported monograph. He stopped by to say hi and thanks for the support. He will stay in touch with Olga.

Italy01/09: Have sent out appreciations to QUI TOURING/Touring Club Italiano for the Special USA issue 2009, with the dedicated pages to RMI (see press clippings section)

QUI TOURING -Special USA 2009

bimonthly magazine- special issue
365,000copies - readers: 700,000

Triumph Parks- 10 pages of description of the National Park and State Parks in RMI region

\$547.239,00

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E-mail t.ferrari@taverviaggi.itWebsite www.taverviaggi.it**ITMission10:** Met Tiziana Ferrari at Trade Reception**Tour Operator****Tecnitravel****Mr. Andrea Cassano; Ilaria Cassano, Anca Pasalan**

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ilaria.cassano@tecnitravel.itWebsite www.tecnitravel.it**ITmission10:** Ilaria Cassano attended the Trade reception**BIT10:** Met with Ilaria**Showcase09:** Met with Ilaria Cassano.

WY- Hoping to attend Roundup in 2010. Need winter & summer images & 2010 Travelers' Journal. Selling some Wyoming.

SD- Took CSP brochure and map, GTP, VG, etc. Went over what's new.

ID- Gave general overview of ID, including Sun Valley, Boise, Coeur d' Alene, and Teton Springs Resort.

MT- Discussed what's new. Gave GNP/YNP NG maps.

Videos on websites. Centennial GNP. Took HW map, YNP/GNP NG maps, what's new.

Showcase08: Met with Anca, who is been with the company only 5 months. She is here to familiarize herself with the region. They usually do tailor-made. 2008 was good year. Starting to sell winter ski program, but mainly selling summer. RMI-Italy should follow up and provide promotional materials for all four States after they move their office to the new location. Send DVDs and Images.

WY: Gave them What's New.

MT: Gave general review of MT. Discussed skiing also Big Sky, Moonlight, Whitefish, GNP, YNP, Indian events, etc. HM. WG.

SD: Gave her Gary's brochure. What's New, and provided an overview on SD and area.

ID: Send link to ski product. Took what's new and mags. Follow-up with specific info to remind her of the ski conversations.

BIT08: Came by to give RMHTours copy of new 2008 publication with F/D programs that will be booked with our services. Rocky Mtn F/D (Denver to Denver with SD/WY/MT), Canyon Adventure F/D (LAS to LAS with AZ/UT/CO) and Oregon Special. Needs list of alternative lodging for areas that are already selling out for 2008.

Italy11/07: Have extended invitation to participate and attend in a co-marketing promotional alliance to four Italian Tour Operators engaged with RMI to develop the RMI Winter Product: ALIDAYS (Milan), LA FABBRICA DEI SOGNI (Verdello/Bergamo), KUONI (Genoa) and TECNITRAVEL (Milan). All of them have devoted space, pages or visibility, in

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Website

ITMission10: Met Cinzia Berardi at Press Reception.
Consumer Press.

Travelling Interline

Ms. Elenora Boggio, Mr. Marco Comandè

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Website www.travellinginterline.it
www.interlinearoun.it

ITMission10: Met Elenora Boggio at Press Reception. Trade press.

Italy04/09: www.travelling-interline.it march 09, web trade magazine newsletter sent to 14,000 users

Crazy Horse Memorial Volksmarsch June 09 Value: \$289,00

Italy01/09: www.travellinginterline.it Jan 09 web trade magazine *Events for celebrating 100° Anniversary of Glacier NP. Value: \$289,00*

Italy10/08: Article *Jackson Hole: winter sport in Wyoming and packages in resorts Value: \$289,00*

Italy06/08: Have submitted updated news for the travel journal Travelling Interline for the special June issue focused on the USA. (Contact: Mr. Marco Comandè)

Italy05/08: [Travelling Interline](http://www.travellinginterline.it) is planning a special USA focus for June 2008 (travel trade journal); have submitted following specific news: Top 10 Scenic Motorbikers routes of MT, Sturgis Motorbike Rally 2008, Grand Teton Music Festival 2008, Ketchum Wagon Day in ID

ItalyShowcase04: Met with Ms. Boggio, journalist. Did region overview. Would like high-res pictures. Thema please follow up.

ItalyShowcase03: Met with Davide Pavanello, Journalist - did meeting in Italian; wants to receive press releases.

IT6/2003: [TRAVELLING INTERLINE](http://www.travellinginterline.it) - Monthly Travel Trade Magazine

Distribution: 14.000 copies

Date: June 2003 issue

N° of pages: brief interview to Olga Mazzoni regarding Summer 2003 forecast on Italian Travelers to USA

Value: US\$ 1.000,00

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TTG - Italia

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trucco@ttgitalia.comWebsite www.ttgitalia.com**ITMission10:** Met with Alberto Vita at press reception. Trade press**Showcase08:** Met with Alberto Vita, journalist for TTG.

Would like news of region emailed to him, along with figures from RMI Italian Markets. Any updates or interesting story ideas. He did a story on Shoshoni Fall and Thousand Springs a few years ago. Olga, please add him to your newsletter list.

ITB08: Federica Boni stopped by the booth and would like RMI to attend and be an exhibitor at the 2008 Rimini Fiera. Olga, please follow up.**Italy04/07:** www.ttgitalia.com : Fairmont hotels will open a new luxury resort in Idaho

Date: April, 13 2007

Newsletter sent to 26.511 addresses

Visited pages per month: 850,000

Value in US\$:289.00

Italy12/06: Have sent copies of the Annual Mktg RMI Report to following Trade media as annual update on numbers and achievements**Italy12/05** December 21st, 2005 – TTG Italia newsletter dedicated to the recently signed agreement of joint venture between the Agassi Graf Development Lcl and the Bayview Financial to finance the development of The Tamarack Resort/ID.**Italy10/05:** TTG Incontri, RIMINI – October 13-14-15-16: as for all previous editions also this 2005 TTG Incontri Workshop has confirmed the success for the trade in general, exhibitors as well as visitors, reaching the overall increase of +47% exhibitors compared to 2004. 68 the foreign destinations represented and among them 17 brand new ones, including Mongolia! The 42nd Edition of TTG Incontri offered to T/Os the opportunities to launch their 2005-2006 Winter programs and distribute them to the retail segment. This has been the right scenario for many major trade players. Have distributed a total of 2,014 pieces reg the entire RMI Region. The show is a perfect trade arena to meet the major decision makers of all T/Os, also Top Travel Agencies and Airline Partners. The visibility with the booth is also a great exposure for the trade in general, attracted to come and talk, pick-up brochures and literature and ask about major travel offers available via T/Os or directly. The show was also the right venue to launch the

Turisanda - Travel Agency of Hotelplan Italia

Mrs. Elisa Anelli, Mrs. Mirella Della Torre

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m.dellatorre@hotelplan.itWebsite www.hotelplan.it**ITMission10:** Met Elisa Anelli and Mirella Della Torre at Trade Reception

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TURISMO E ATTUALITA**Mrs. Ester Ippolito, Mr. Andrea Lovelock, Mrs. Alessandra**via di Santa Prisca 16
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E-mail e.ippolito@turismo-attualita.it
s.pallotta@turismo-attualita.itWebsite www.turismo-attualita.it**ITMission10:** Met with Mrs. Alessandra Gesuelli & Mrs. Sabrina Pallotta at Press reception. Trade press.**BIT10:** Met with Ester. Media**ItalyShowcase04:** Met with Mr. Lovelock, Director. Weekly magazine specializing in travel and tour ops. Wanted to know steps of flights into SD - Alitalia, Delta, NW, United. He would like general information and gateway city information. Discussed gateway cities and access, main attractions and recreation. 10,000 copies per week - approximately 40,000 -80,000 trade readers. Asked about attractions for young people as well as older tourists. Advised about gateways and suggested itineraries. Needs press kits for each states. Did an RMI region story in Feb. 2004. Would like press releases. Add to WY media list. RMI Italy please follow up with press kits and information as needed.**ItalyShowcase03:** Talked with Andrea Lovelock who interviewed on what's new in SD and asked about gateways to SD and region.**ItalyApr03:**Turismo e Attualità - Monthly Travel Trade Magazine
Distribution: 10.000 copies
Date: April 16, 2003

N° of pages: _ page dedicated to Hotelplan planning for Summer 2003; special quotation and description of "Red Cloud War Tour " touching Cheyenne; Custer State Park; Sheridan and Billings.

Value: US\$ 300,00-

ItalyJan03: TURISMO e ATTUALITA' - Weekly trade magazine

Distribution: 10 000 copies

Date: 20 December , 2002

N° of pages: 1/2 page dedicated to RMI Region and its main attractions

Value of 1 AD page: USD 1.100,00-

WRU2000

Looking for ranches. Interested in winter and summer. Travel trade publication published monthly with a section on the US. Italy Showcase 99: Is staff at publication. Type of media: tourism guides. Type of publications: travel. Has done general article on 4 state region but wants to concentrate on specifics, i.e. rodeos, outdoor adventure how the region appeals to

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E-mail simonetta.busnelli@mail.doc.gov
michael.richardson@trade.govWebsite www.buyusa.it**ITMission10:** Met Michael Richardson on at Trade Reception**PW10:** Met with Simonetta briefly. RMI-US mentioned that RMI probably will not be at Showcase 2010. Simonetta mentioned that Rick DeLambert will no longer be with the Italian US Commercial Service and that his replacement will be announced soon. Follow up with potential meeting with Simonetta during upcoming mission.**Showcase09:** Met with Rick and Robert Bannerman of the US Embassy.

MT- Rick may be coming to Montana in 2010 for wife's family reunion. Will be in touch if he needs info. Discussed tourism industry in Montana.

Italy11/07: As stated by Rick De Lambert, Commercial Consulate of the USA in Milan, the Italian Market has been particularly productive for the USA in 2008 with a very good performance in terms of visitors to the country (over 600.000). 2008 has been another record year for Italy: • 542,419 visitors as of August 2008 + 29.3%. The highest increase among the 4 EU markets. • August registered 146,363 arrivals +36.5%**Showcase08:** Met with Rick deLambert, Principal Commercial Officer.**MT:** Took What's New and WG, didn't realize MT had winter product. Reviewed Big Sky, Moonlight, Whitefish Mountain Resort. Reviewed What's New, GNP info and dinosaur info. Send posters.**ID:** Has not been to ID, but could be planning a ski vacation to Sun Valley and/or Coeur d'Alene with his family. Talked air service options.**WY:** Gave What's New.**Italy07/08:** Have agreed together with Mrs. Simonetta Busnelli to include the four RMI States in their program Destination of the month, intended to promote Americas states and territories to the many visitors who browse the following website: <http://www.buyusa.gov/italy/it/destinazioneusadelmese.html>

Visions of America is an outreach program created by the Consular Section in Milan and subsequently extended to the American Consular Agencies in Venice, Genoa, the American Consulates in Florence and Naples, and the Embassy in Rome. This program is designed to share the history, culture

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ITMission10: Met with Claudio Pina at Press Reception.
Consumer Press

Italy05/09: VIAGGI IN BENESSERE April May 09, consumer bimonthly magazine dedicated travelling, lifestyle and wellness, 34,000 copies, **TITLE** *Montana on the road* **VALUE USD \$14.930,00**

Italy04/09: Mr. Pina of Viaggi in Benessere, monthly consumer magazine requested # 2 images to back-up the Montana motor biking news release to be published. Have forwarded two with credits to Donnie Sexton/Travel Montana. Immediately article came out: see press clippings review section.

Italy03/09: Mr.Pina of Viaggi in Benessere, monthly consumer magazine requested 2 images to back-up the Montana motor biking news release to be published. Have forwarded two with credits to Donnie Sexton/Travel Montana.

Italy01/09: Have sent news 2009 on RMI for Viaggi in Benessere, by Arte di Vivere Publisher consumer monthly magazine, Mr.Claudio Pina, for a special BIT '09 edition.

Italy12/08: VIAGGI IN BENESSERE Dec 08-Jan 09, bimonthly magazine dedicated to traveling
DISTRIBUTION: 34,000 copies **TITLE:** Special Winter Holidays- Rocky Mountain **VALUE USD \$14.733,00**

Italy09/08: Have been contacted by Mr.Claudio Pina, Viaggi in Benessere monthly consumer lifestyle and Spa magazine, for news related to the RMI Region during winter time. Have forwarded news releases along with images.

Italy10/07: VIAGGI IN BENESSERE, monthly consumer wellness and golf magazine Mr.Claudio Pina requested winter images and our news release to accomplish article on Winter in the Rockies.

Italy06/07: Viaggi in Benessere: Good News: American Country Holidays - 1/3 color page

Consumer bi-monthly magazine dedicated to tourism
Date: June-July 07

Distribution:34.000 copies

Value : US\$ 4,865 -03

IT06/03: VIAGGI IN BENESSERE - Monthly consumer magazine dedicated to upscale travels

Distribution: 45.000 copies

Date: June 2003 issue

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ITMission10: Met Lia Maiorca on at Trade Reception

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ITMission10: Met Claudio Morrano and Federico Giacomelli
at Trade Reception.

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